

MEDIA RELEASE

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CYBERSECURITY MALAYSIA SPEARHEADS WORLDWIDE INITIATIVES OF ENHANCING E-BUSINESS SECURITY

CyberSecurity Malaysia appointed as Chair of the World Trustmark Alliance (WTA) to further develop and grow the worldwide organization, which currently has 37 members comprising Trustmark Operators from 30 countries.

KUALA LUMPUR (07 February 2014) - CyberSecurity Malaysia, the national cyber security specialist agency under the purview of the Ministry of Science, Technology and Innovation (MOSTI) is proud to announce that it has been elected and appointed as the 2014 Chair of the World Trustmark Alliance (WTA).

WTA is a global organization of Trustmark Operators. At present, WTA comprises 37 members from 30 countries all over the world, including Malaysia, Japan, Taiwan, USA, Germany, France, Mexico, Thailand, Korea, Singapore, Philippines, China and Vietnam.

Last year, the Chair position was held by SOSA, a Trustmark Operator in Taiwan.

CyberSecurity Malaysia became a member of the WTA on 30th of November 2011, after being appointed by the Malaysian Government to operate the Malaysia Trustmark for Private Sector programme (MTPS) a year earlier.

“I am pleased to accept this appointment on behalf of CyberSecurity Malaysia’s MTPS. I would like to thank the WTA members for entrusting CyberSecurity Malaysia to be the new leader of WTA. This clearly demonstrates WTA members’ recognition of CyberSecurity Malaysia’s professionalism and contribution to WTA since 2011.” Said Dr. Amirudin Abdul Wahab, CyberSecurity Malaysia’s Chief Executive Officer.



There is tremendous growth potential for e-business both globally and locally. Thus e-business is expected to positively and strongly contribute to the Malaysian economy especially in terms of creating jobs and revitalizing various sectors -- such as the manufacturing, retail, telecommunications and postal services. However, the e-business industry is prone to problems such as credit card frauds, fraudulent e-business merchants, phishing sites, and hackers' attacks on e-commerce websites.

"Those security and 'trust' issues prompted the Government to implement a programme to promote greater trust and confidence in e-business in Malaysia, where e-business entities could be assessed and certified for legitimacy and cyber security. CyberSecurity Malaysia is given the responsibility to operate the MTPS, while the Malaysian Administrative Modernisation and Management Planning Unit (MAMPU) operate the Malaysia Trustmark for the public sector programme known as *Malaysia Trustmark bagi Sektor Awam (MTSA)*." Said Dr. Amirudin.

"We decided to become a member of the WTA to ensure that MTPS complies with the global e-business practices. We ran a pilot programme in 2012 and officially launched the MTPS on the 3rd of July 2013." Dr. Amirudin added.

WTA uses a set of Code of Conduct, also known as Guidelines for Trustmark Operators – Good Online Behaviour for Merchants. The Code of Conduct is recognized as the global best practices on e-business and covers the following six domains:

1. Disclosure of Information,
2. Practices,
3. Security,
4. Privacy,
5. Alternative Dispute Resolution (ADR), and
6. Monitoring.

As the new Chair, CyberSecurity Malaysia will be hosting WTA's Annual General Meeting (AGM) meeting and Awareness Conference in Malaysia this coming October

2014, where the 37 Trustmark Operators from 30 countries will meet to discuss the following agenda:

1. Membership agreement for the new member
2. Current development among the members
3. Emergent market trends
4. Current issues discussion
5. Project status discussion

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About the Malaysia Trustmark for Private Sector programme (MTPS)

MTPS is a service provided by CyberSecurity Malaysia to assess and certify e-business entities in order to help consumers identify those that are legitimate and secure. E-Business entities that satisfy the assessment criteria are awarded the Malaysia Trustmark certificate or seal. MTPS was officially launched on the 3rd of July 2013. More information about MTPS is available at <http://www.mytrustmark.cybersecurity.my/>.

About WTA

WTA is a global organization of Trustmark Operators, comprising 37 members from 30 countries all over the world, including Malaysia, Japan, Taiwan, USA, Germany, France, Mexico, Thailand, Korea, Singapore, Philippines, China and Vietnam. WTA is formerly known as ATA (Asia-Pacific Trustmark Alliance), which was established in 2003 as a membership-based organisation. In 2010, the ATA was renamed WTA, and since then its membership was no longer confined to the Asia-Pacific region. WTA had been invited as an APEC guest in ECSG (Electronic Commerce Steering Group) and DPS (Data Privacy Sub-group) meetings for more active interactions since 2013. For more information about WTA, visit www.wtaportal.org

About CyberSecurity Malaysia

CyberSecurity Malaysia is the national cyber security specialist agency under the Ministry of Science, Technology and Innovation (MOSTI). It provides specialized cyber security services and continuously identifies possible areas that may be detrimental to

national security and public safety. CyberSecurity Malaysia contributes immensely towards the national objective of preventing disruptions to critical national information infrastructures (CNII) in order to protect the public, the economy, and government services. For more information, go to www.cybersecurity.my

CyberSecurity Malaysia is the national specialist centre for cyber security, under the purview of the Ministry of Science, Technology and Innovation (MOSTI).

For additional information, please visit our website at <http://www.cybersecurity.my>. For general inquiry, please email to info@cybersecurity.my. Stay connected with us on www.facebook.com/CyberSecurityMalaysia and www.twitter.com/cybersecuritymy

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